



Sponsorship Brochure

9th IEEE-GCC CONFERENCE & EXHIBITION

Solutions for a Smarter Economy

8-11 May 2017

Gulf International Conference & Exhibition Centre, Bahrain

Organized by the IEEE Saudi Arabia and Bahrain Sections

Website: www.ieee-gcc.org



Invitation to Sponsor



Dear friends,

On behalf of the organizing and international advisory board Committees, we have the pleasure to invite you to participate in the 9th IEEE-GCC Conference & Exhibition. This event to be hosted in Bahrain is the region's leading event in IT, Electrical, and Electronics technologies covering the whole range of industrial infrastructure and implementation in the region.

The theme of this Conference is "Solutions for a Smarter Economy". This theme is a symbolic reflection of the industrial and consumer environment in the Gulf Region and indeed worldwide imposing more challenges and innovation. It is driven by maximizing opportunities gained through applying technology advancements in various industries. Such technology will safeguard the serene transition to a modern, and prosperous era for the future human generations.

The 9th IEEE-GCC Conference & Exhibition offers the opportunity to promote products, services, ideas and business in a comprehensive way as it attracts the attention of the regional governmental, scientific, business and technological community.

Past events in this series have attracted hundreds of delegates and thousands of visitors generating huge business opportunities for the exhibitors. This trend is expected to repeat this year. Register early to reap the benefits, as some sponsorship opportunities are limited in number.

As a Sponsor, you will have the opportunity to communicate and promote your business, products and services through exhibitions, that operate next to the Conference halls throughout the duration of the Conference. Delegates will be visiting the stands of each sponsor/exhibitor.

Delegates are leaders and decision makers including Chairmen, CEOs, and Distinguished Figures from International and Regional Organizations, Entrepreneurs from the energy and petroleum Industries, Government Representatives, Distinguished Professors and Executives from Research and Development as well as Academic Institutes, Business Consultants and Journalists

Looking forward to your active participation.

Organizing Committee
9th IEEE-GCC Conference & Exhibition



Why Sponsor the IEEE-GCC?



Gain high visibility through sponsorship

As the region's leading event in IT, Electrical, and Electronics technologies covering the whole range of industrial infrastructure and implementation in the region, Official Conference Sponsors will receive maximum marketing exposure. Put your name in front of 1000 qualified engineers time and time again. What better opportunity to place your company ahead of the competition than to get prominent exposure to more than 1000 potential customers!

Gain and Share technical expertise

Train your new-hires and refresh your valuable employees by sending them to the most extensive technical IEEE conference in the GCC 'free of charge' (number depends on sponsorship category). As a conference official sponsor, you will also receive 20% discount when attending any pre-conference tutorial.

Terrific networking opportunities

Networking is one of the most important features at our conference, and there will be multiple meeting opportunities during the period of the conference.

Significant exposure

Advertise in our on-site Conference Program with a full page, half page, quarter page or business card advertisement. Our attendees use this directory to pinpoint products and services they want to see. Attendees also use the Conference Program as a reference guide for long time after the Conference. Make sure they know you before they step in to the Expo Hall.

Sponsor Benefits

Sponsorship Levels: Corporate, Platinum, Gold & Silver



	Benefits	C*	P*	G*	S*
1	Latest list of Registered Delegates with Contact information	✓	○	○	○
2	A dedicated Suite to hold meetings and promote products	✓	○	○	○
3	Recognition in all conference promotional materials distributed prior to the event	✓	✓	○	○
4	Recognition of corporate support role in official pre-conference press release	✓	✓	○	○
5	Corporate logo prominently displayed in the Conference Guide	✓	✓	○	○
6	No. of pages for company advt. and abstract in the official Conference Exhibition Guide.	2	1	○	○
7	Recognition of support in Conference Guide & the Conference website linked to the IEEE	✓	✓	✓	✓
8	Corporate literature inserted in official IEEE tote bag	✓	✓	✓	✓
9	Hanging of company banner (supplied by sponsor) in "premium" location of convention center	✓	✓	○	○
10	Company logos in the registration area and the Press room	✓	✓	✓	✓
11	Video acknowledgment in auditorium during session breaks (3 minutes, supplied by sponsor)	✓	✓	○	○
12	Corporate recognition at conference plenary sessions	✓	✓	✓	✓
13	VIP Member status for Sponsor's Head Delegate/Representative	2	1	○	○
14	Number of free delegates	15	10	5	3
15	Free Exhibition space (in sq.m) (1st choice selection from exhibition floor plan)	18	15	09	○
16	Logo on Conference Main Banners	✓	✓	○	○
17	Logo on other Conference Banners	✓	✓	✓	✓
18	Logo (size L-large; M-medium; S-small) on all Conference advertisement and flyers	L	L	M	S

*Sponsorship Levels: C: Corporate US\$100,000; P: Platinum US\$27,000; G: Gold US\$19,000; S: Silver US\$13,500

Advertising & Marketing Opportunities



In addition to the four prime levels of sponsorship, we are pleased to offer our exhibitors the opportunity to increase visibility through a selection of key activities. Choose from the following marketing and advertising tools to maximize your benefits. Where production is included in the cost, you will need to provide the appropriate logos or materials.

Other Sponsorship, Advertising and Marketing Opportunities

1	Cyber Café Sponsorship: (Includes turnkey set up with 5 exhibition booths (3x3 m2 ea.) & "courtesy of" signage).	US\$14,000
	Increase your company's visibility by becoming one of IEEE conference's Cyber Café sponsors. Gain recognition by providing a value added service to the attendees at these 5-station Internet hubs located strategically in either the exhibit hall or registration and program session rooms' area. The sponsoring company will provide 5 terminals featuring 15" LCD (1024 x 768) running on Windows CE.NET using IE5.5, with a 10-Base-T Shared Ethernet. The temporary internet connection is inclusive as part of this offer. This offer is limited to one company. Merchandise (Includes Production).	
2	Exhibit Floor Lounge (Exclusive to one company)	US\$14,000
3	Merchandise (includes production of 1500 units)	US\$14,000
4	Wireless Internet Service	US\$11,000
5	Official IEEE T-Shirts	US\$8,000
	Your company logo will be prominently displayed on the conference T-shirt (along with conference logo), a quality cotton shirt that will gain you exposure long after the conference. This item is limited to 2 companies.	
6	Name Badge & Lanyards	US\$11,000
	This is an exclusive opportunity for your company to reach all attendees of the conference. Your company logo, along with the IEEE logo will be featured on the badge holder lanyard that will be given to all registered conference attendees. This offer is limited to one company.	

Advertising & Marketing Opportunities



Other Sponsorship, Advertising and Marketing Opportunities (contd...)

7	Conference Pens	US\$8,000
	This exclusive opportunity will put your company name in the hands of all registered conference attendees. Each conference attendee will receive this logo pen when they secure their registration badge. This offer limited to one company.	
8	Official Conference Tote Bag	US\$15,000
	Your company logo will be prominently displayed on the official tote bag (along with conference logo) that will be distributed to all registered conference attendees. Receive maximum exposure and visibility through this offering, in an item that will be used long after the conference. This offer is limited to 2 companies.	
9	Hospitality Events	
	Take advantage of these unique opportunities to sponsor refreshments for conference attendees. Your company will receive exposure as you provide your customers with a much-appreciated break from the conference.	
	9.1 Conference Break Refreshments (8 available @ US\$3,000 each) 9.2 Welcome Reception (1 available @ US\$7,000) 9.3 Exhibit Floor Lunch (4 available @ US\$15,000 each/one per day) 9.4 Gala Dinner (1 available @ US\$20,000 each/one per day)	
Note:	Companies participating in these marketing opportunities may qualify for additional benefits similar to the four main sponsorship levels, based on their total contributions (US\$100,000 & above - Corporate; US\$27,000 to 99,999 - Platinum; US\$19,000 to 26,999 -Gold; and US\$13,500 to 18,999-Silver).	

Company Deliverables (depending on type/level of participation/sponsorship)

1. Corporate logo in .jpg and gif formats, color and B/W
2. Artwork for conference guide advertisement
3. Video (3 minutes) about sponsor's company profile, etc.

Why Exhibit at the IEEE-GCC?



An exhibition will be held within the conference venue in conjunction with the main Technical Paper Sessions. The exhibition provides an opportunity for companies, consulting firms, research/academic organizations, and government offices to display and demonstrate their activities, services, or products.

Top Reasons to Exhibit

- ✓ We have the most attended IT, Electrical and Electronic Engineering Conference in the GCC.
- ✓ Our exhibition is open throughout the conference duration.
- ✓ We expect over 500 delegates. Thousands more will come solely to see the exhibition.
- ✓ We have special events planned inside the Expo Hall attracting customers to you!
- ✓ The Expo floor plan set up allows you to entertain your customers in a relaxed way.
- ✓ You can display a photo of your technology or product in our Photo Gallery for all to see!

Exhibition Details

The standard exhibition stand will consist of 3 meters wide by 3 meters deep space. Fittings will consist of one Octanorm® System stand, two fluorescent lights and a name panel in English. In addition, one table, two chairs, and 13-amp/240 volt electrical power will be provided at no additional charge. Various benefits are offered to exhibitors as outlined under Exhibitor Benefits.

Exhibition Cost per Stand: US\$4,000

A deposit of 25% is required at the time of booking before 31st of July and full payment by 30 September 2016.

In case of cancellation of space before 31 October the Exhibitor will receive refund after deduction of nominal Administration Charges borne by the Conference Secretariat.

Exhibitor Benefits



Representatives

1 or 2 representative(s) from each exhibitor shall remain at the exhibition stand. We shall provide them free lunch and coffee breaks during the conference period.

Resume in Exhibition Guide

A brief resume (8-10 lines) of each exhibitor will be included in the official Exhibition Guide which will be circulated to all invited government officials & V.I.P's visitor's and participating delegates.

Advertising Space at special rate

Advertising space will also be available in the Exhibition guide and final Conference program at a special cost.

Wide Publicity

Wide publicity will be given in the Gulf Region about the exhibition to attract Consultants, Contractors and Government officials to visit the exhibition booths during the conference period. This would provide an excellent opportunity for the Exhibitors to receive a large number of public from Bahrain and Other Gulf Countries during this period.

Free Conference Package

Each Exhibitor is entitled to one full conference package at Free of Cost.

Special Honor

All conference Exhibitors will be honored during the Conference Dinner.

Order Form

Advertising and Marketing Opportunities at the 9th IEEE-GCC Conference & Exhibition



Please complete required number, total value and Company information.

Description of Selected item	Available number	Value US\$	Required Number	Total US\$	Sponsor Information
Corporate Sponsorship	02	100,000			
Platinum Sponsorship	04	27,000			Company Name:
Gold Sponsorship	06	19,000			
Silver Sponsorship	06	13,500			Phone:
Cyber Café Sponsorship	01	14,000			
Exhibit Floor Lounge	01	14,000			Contact Name:
Merchandise	01	14,000			
Wireless Internet Service	01	11,000			Address (Box, City, Zip, Country)
Official IEEE T-Shirts	02	8,000			
Name Badge & Lanyards	01	11,000			
Conference Pens	01	8,000			
Official Conference Tote Bag	02	20,000			
Conference Break Refreshments	06	3,000			
Welcome Reception	01	7,000			Signature & Date:
Exhibit Floor Lunch	03	15,000			
Gala Dinner	01	20,000			
Grand Total					

Payment Information

Sponsorship, Advertising and Marketing Opportunities



Multiple payment options are available as below, please select the most convenient one.

EDAS Conference Services has been selected to manage technical paper submissions and registrations including secure processing of online payments.

1. Secure online payment through EDAS:

Go to <http://edas.info/19583> and sign up as an "Industry" user.

Select the sponsorship type and pay securely using Credit Card. See details at www.ieee-gcc.org

2. Bank Transfer against Invoice:

If you want to transfer payment against invoice, please select the "bank transfer" option after you signup at EDAS as "Industry" User and register for one of the sponsorship/exhibition type. Then the system will generate an invoice for you. Click on the invoice icon to print the invoice.

3. Other Options:

For any further questions or to explore other payment options, please contact Muhammad Al Dhamen, Chairman of the Organizing Committee on +966 504 813 432.

* For wire transfers, fund receipts will be acknowledged only upon receipt of bank transfer confirmation copy.

For any enquiry regarding the Exhibition & Sponsorship, please contact Muhammad Al Dhamen (Chairman of the Organizing Committee) on +966 504 813 432 or Jaafar Al Ibrahim +966 504 809 962 or email